

# **Discover North Carolina Wines: A Wine Tourism Visitor Profile Study**



## **FINAL REPORT**

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## ***Executive Summary***

*This project investigates the relationship between the wine tourist and the NC wine region and its wineries. The project provides much-needed information about who the wine tourists are and their motivations for visiting a wine region.*

*The project's major benefit provides knowledge that will enable wineries and wine regions to guide product development and create marketing strategies to meet the wine tourists' needs. The project involved the development of an in-depth survey to fully understand the characteristics and motivations of wine tourists and the extent of their satisfaction with the winery experience.*

*The survey was distributed to 16 wineries in September 2007. To best represent the full NC winery community, wineries were chosen based on geographic location and relative size. The data collection ran through December 2007. Thirteen of the 16 wineries selected returned 925 completed surveys. The surveys were collected using a random sample procedure with the factor of one survey per travel party imposed. The data was collected in the tasting rooms of the wineries.*

*The findings revealed that North Carolina wineries currently have 53% of the wine visitors coming from the state of North Carolina. Other visits (approximately 47%) are coming from border states or states on the east coast of the US. A minimal number of visitors are international. The average party size is 2.85 persons and most are older adults and not young families. The visitors have high household incomes and are highly educated. Approximately 52% are day-trippers, with the rest of the sample spending one or more nights (considered overnight visitors).*

*Approximately 61% were new or first-time visitors and 39% indicated they were returning visitors. These statistics may be viewed as positive behaviors for a young and growing industry. A majority of the visitors only visited one winery.*

*In general, the results of this preliminary study support the conclusion that the wineries in North Carolina are doing an excellent job of providing satisfaction to the visitor, both from the point of view of wine quality and quality of the overall experience. Current visitation appears to be mainly a curiosity and desire to taste the wine produced at the winery.*

*The findings suggest there may be opportunities for future packaging of sightseeing drives (scenic by-ways) with some limited shopping, and light outdoor recreation such as visiting parks or using a walking or hiking trail.*

*Finally, segmenting the findings based on instate vs. out of state visitors and daytrippers vs. overnight visitors revealed some interesting similarities and differences that can be used to help focus future marketing efforts of the NC wine industry.*

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  - Banner Elk Winery (Dede Walton)
  - Biltmore Winery (Heather Jordan)
  - Chatham Hill Winery (Jill Winkler)
  - Childress Vineyards (Kathleen Watson)
  - Cypress Bend Vineyards (Tina Smith)
  - Dennis Vineyard (Amy Dennis)
  - Duplin Winery (Dave Fussel Jr.)
  - RagApple Lassie Vineyard (Lenna Hobson)
  - Raylen Vineyards (Steve Shepard)
  - Rockhouse Vineyard (Marsha Griffin)
  - Shelton Vineyards (George Denka, Jr.)
  - The Winery at Iron Gate Farm (Debra Stikeleather)
  - Silver Coast Winery (Maryanne Charlap Azzato)

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## **The North Carolina Wine Industry**

North Carolina (NC) has a long tradition in grape production and winemaking. NC's first commercial vineyard was founded in 1835 and at the turn of the century the state had 25 wineries making it one of the most productive wine states. Unfortunately the entire industry closed down with the onset of prohibition.

Today, NC is home to a growing wine tourism industry with some 350 vineyards and 63 wineries in 31 counties. In the eastern part of the state, the muscadine grape, which include scuppernongs (native to the region) are cultivated, while bunch grapes like chardonnay and cabernet sauvignon are grown in several areas in western North Carolina. Since 2000, the number of NC wineries in the state has tripled and grape acreage has more than doubled to 1,300 acres enabling the state to become the 10th largest producer of grapes and wine in the U.S. and the western part of the state now boasts the first federally recognized American Viticulture Area (AVA) in North Carolina.

A recent study released in January 2007 by Governor Easley, further attests to the exciting growth in North Carolina's wine industry provides. For example, the study commissioned by the state Department of Commerce's Tourism Division and the NC Wine & Grape Council reports that NC's Wine and Grape Industry accounts for \$813 million of the state's annual economy; is now home to 63 wineries which hosted more than 800,000 visitors in 2005; creates 5,700 full-time jobs and \$158 million in wages in conjunction with affiliated businesses and has attracted tourist dollars to rural communities that desperately need new economic development. In addition to growing grapes and agri-tourism the wine industry has provided an opportunity for farm diversification (mainly from tobacco) and helped with farmland preservation.

To promote the state as a wine-producing state, the NC Wine & Grape Council was established in 1985. Since their inception, this state agency has partnered with many other private and public sector organizations to improve the wine quality and promote the entire industry. This includes business partners that are building vertical relationships with tour operators and lodging firms. NC has several large firms including the Biltmore Estate Winery, Shelton and Childress in the Yadkin Valley, and Duplin in the eastern part of the state.

### **Research Problem**

Many wine regions and tourism destinations recognize that the benefits of wine tourism extend far beyond the “cellar door” to virtually all areas of the regional economy. To date there appears to be little information available that documents the characteristics and attitudes of North Carolina wine tourists or the market forces that underlie the growing phenomenon of wine tourism. To capitalize on the benefits of this growing industry, North Carolina could benefit from an over-arching set of studies to investigate these factors.

### **Study Objectives**

To provide the first baseline data on the characteristics, trip behaviors, and attitudes of visitors to the wine regions of North Carolina.

### **The Study**

In 2007, the NC Wine & Grape Council awarded a research grant for a faculty team from the John A. Walker College of Business and the College of Arts & Sciences at Appalachian State University to conduct a study to assess the motivations and characteristics

of visitors to North Carolina wineries as part of the Grape Council's continuing effort to develop and promote the NC wine industry.

After working closely with the members of the NC Wine & Grape Council, the ASU research team created a survey instrument (see Appendix A), developed a data collection plan and engaged in training the survey administrators. The study variables agreed upon were the following:

- Demographic profile of visitor- age, income, education, etc.
- Geographic profile - origin of visitor by state or country
- Overnight vs. day tripper visitor
- Duration or length of trip by travel party
- Accommodation for overnight stays
- Previous visitor or new visitor
- Number of wineries visited on trip
- Satisfaction with various aspects of the wine travel experience

Following the data collection period the team collected the data, created an electronic database of responses, conducted a statistical data analysis, and prepared the research report. This document constitutes the final phase of the research project.

The survey was distributed to 16 wineries in September 2007. To best represent the full NC winery community, wineries were chosen based on geographic location and relative size. The data collection ran through December 2007. Thirteen of the 16 wineries selected returned 925 completed surveys. The surveys were collected using a random sample procedure with the factor of one survey per travel party imposed. The data was collected in the tasting rooms of the wineries. Table 1 shows the distribution of the surveys by winery.

**Table 1 – Participating Wineries**

Winery	No. of Completed Surveys
Biltmore	155
Shelton	135
Childress	109
Iron Gate	105
RagApple Lassie	100
Silver Coast	90
Rockhouse	45
Banner Elk	42
Duplin	40
Dennis	33
Chatham Hill	27
Raylen	24
Cypress Bend	20
<b>TOTAL</b>	<b>925</b>

This report is divided into multiple sections. The first section provides a demographic description of the respondents. The second describes the visitors' motivations and secondary experiences prompting or facilitating enjoyment during the visit. The third section describes the information sources upon which the NC wine tourist surveyed relied upon. Next a segmentation analysis of instate vs. out of state visitors and daytrippers vs. overnight visitors is described and the final section summarizes the overall experience of visiting a North Carolina winery.

### **Demographic Characteristics of the Respondents**

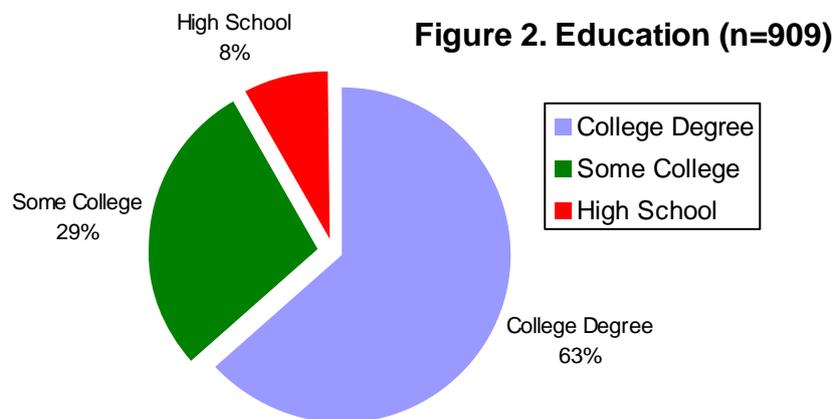
The demographic analysis includes respondent gender, income, education, and visitor origin by state or country. The travel party analysis includes the number of people in the

travel party, the number of minors visiting with each travel party, and concludes with the overall description of visitor itinerary.

### ***Respondent Profile***

A profile of the respondents revealed that on average, respondents were highly educated, middle aged baby boomers with a higher than average household income level. Of those reporting, 64% were female and 36% were male.

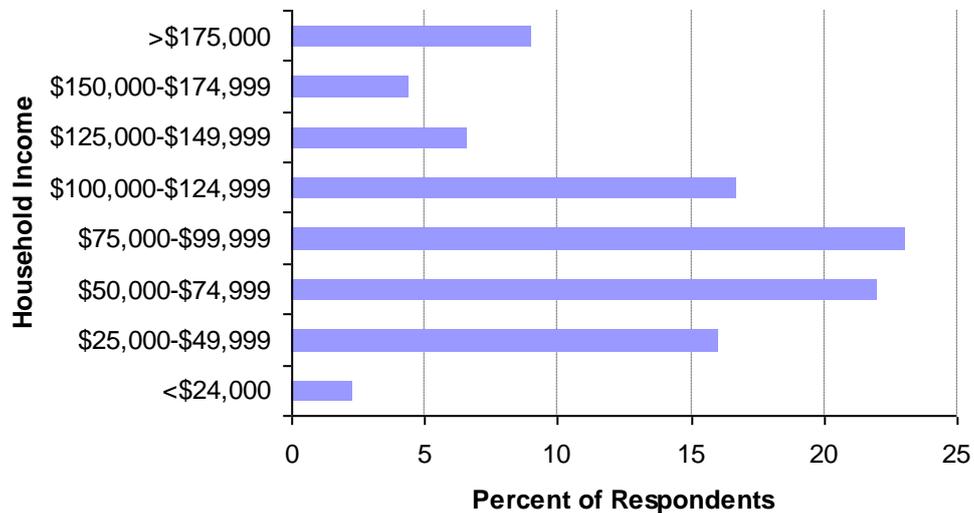
The great majority of respondents reported having completed a college degree (63%). In addition, 29% reported some college while only 8% reported completing a high school



education. These figures compare with a less educated general NC tourist population reported by Fast Facts TNS Travels America 2007 who report that 38% completed college and 22% had some college. Education levels of respondents to the winery study are summarized graphically in Figure 2. The age range of respondents was 20 yrs. to 92 yrs. The average age of respondents is 47.4 years. Therefore, we could describe the average wine visitor as an educated, young baby-boomer.

The largest group (23%) reported an income of \$75,000-\$99,999, followed by those in the \$50,000-\$74,999 bracket (21%). Nearly 37% of the respondents reported incomes over \$100,000. The income distribution of respondents is presented in Figure 1.

**Figure 1. Income Distribution of Respondents  
(n=789)**



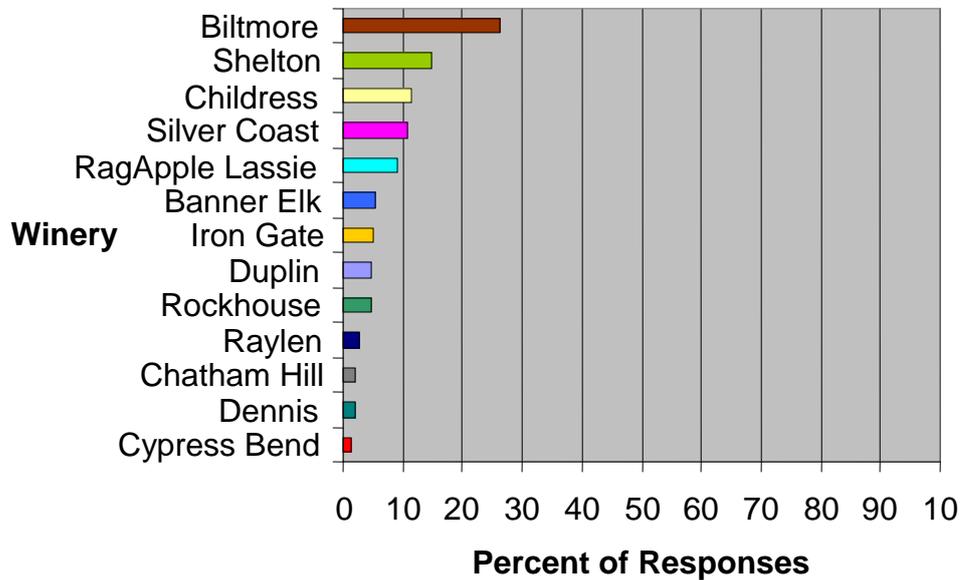
***Geographic Profile***

Visitors to NC wineries came from a total of 39 states. The number of visitors from each state is shown in Appendix B. Most of the visitors came from the Eastern part of the U.S. The breakdown of visitor locations by state and country with 2% or more responses is:

- 99.3% were visiting from locations within the USA
  - 53% from North Carolina
  - 8% from South Carolina
  - 8% from Florida
  - 4% from Virginia
  - 3% from Pennsylvania
  - 2% from New Jersey, Ohio, Tennessee, and Georgia
- Other Countries represented included Canada (2), UK (2), India (1) and Italy (1)

To further uncover the origin of visitors, we examined the percentage of surveys filled out by out-of-state respondents, by wineries shown in Figure 3. The data indicate that the larger wineries (i.e., Biltmore, Shelton and Childress) had the most out-of-state visitors.

**Figure 3 - Out of State or International Visitors by Winery (N=416)**



The border states (North and South of NC) provide the majority of the NC wine tourists. However, this is also true for all general tourism visitors to North Carolina. This finding would suggest that our neighbor states and large cities are viable markets for attracting wine visitors. This includes places like Columbia and Greenville (SC), Roanoke, Norfolk, and Richmond (VA), Knoxville and Bristol (TN), and Atlanta (GA).

***Travel Party Profile***

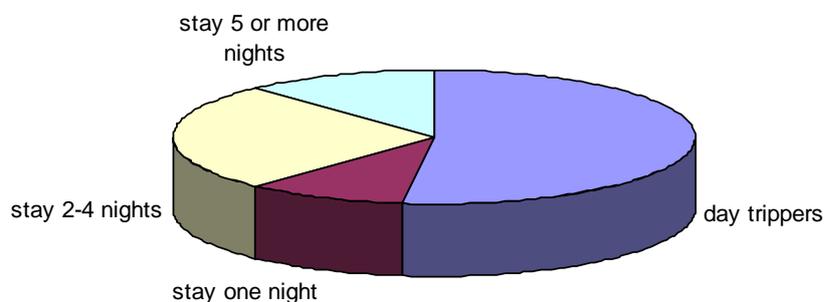
The average size of a travel party to the NC winery is 2.85 persons. This is comparable to the average NC travel party size of 2.8 persons reported by the 2006 Fast Facts, TNS Travels America 2007. The range of visitors reported was 1 to 44 people. In the

analysis, the party of 44 people was removed as an outlier to avoid skewing the statistics. Of this, 4% of the travel parties were single person and 8% were travelling in large groups of 6 persons or more. The majority of travel parties (54%) were part of a 2-person travel party.

A major concern of the study was the measurement of travel parties with children under the age of 18 yrs. and the implications that may have on “family” winery offerings. The data revealed that only 11% of the visitors to NC wineries brought minors with them. It appears that winery visitation is more of an adult activity and that people are not choosing to bring children under the age of 18 years to the wineries.

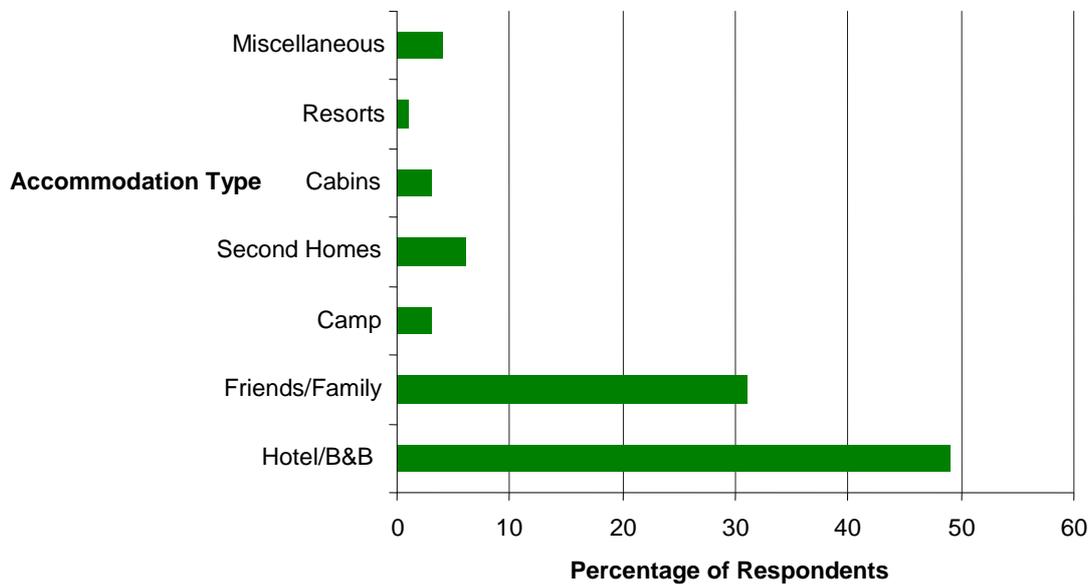
Figure 5 indicates the length of stay of the respondents. Across the sample, 52% indicated they were day-trippers, while 10% reported staying one night, 26% reported staying 2-4 nights, and 12% reported staying 5 or more nights.

**Figure 5. Length of Stay (n=903)**



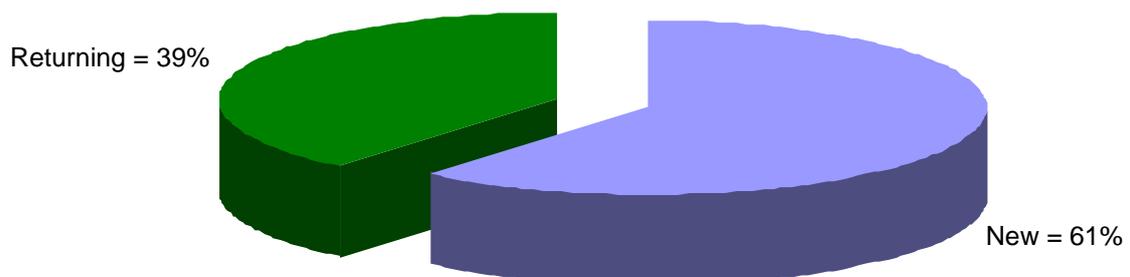
Of those who characterized themselves as “overnight” visitors, the preferred accomodation choices are given in Figure 6. This is a very positive finding in that visitors are choosing local accommodations, thus adding to the economic impact of their visits.

**Figure 6 - Type of Accommodations Used (n=467)**



Across the sample, 61% of the respondents reported they were first-time visitors to a North Carolina winery (Figure7). The remainder (39%) indicated they were returning visitors

**Figure 7. New (First-time) vs. Returning Visitors (N=925)**

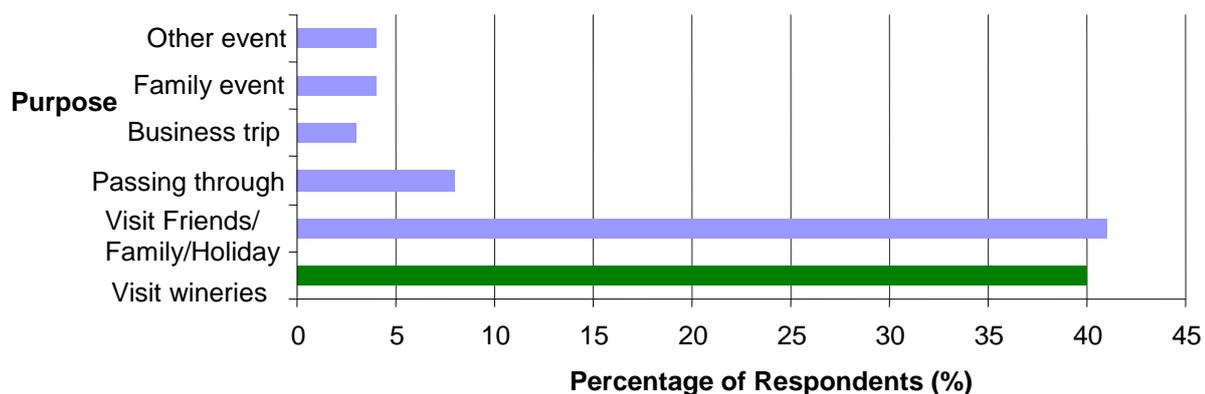


## Trip Behaviors

Visitors were asked a series of questions regarding the main purpose of their trip, the reason for visiting the specific winery, and other trip behaviors engaged in.

The main purpose of 40% of the travel parties was *visiting the winery*. The finding that the winery is a **primary destination attraction** suggests that the winery industry is fast becoming an important part of the NC tourism industry. Combining visits to wineries with visits *with friends/family or holiday/vacation*, was the main purpose selected by 41% of the respondents. A total of 8% responded that their party was “*just passing through*,” indicating perhaps a spontaneous event. Of the remaining respondents, 3% are visiting as part of a *business trip*, 4% are coupling the visit with a *family event* (e.g., wedding, anniversary, birthday), and 4% listed *wine club membership, a sporting event, a nearby attraction/festival or a tour* as their main purpose of their excursion. These results are summarized graphically in Figure 8.

**Figure 8 - Purpose of Trip (N=913)**



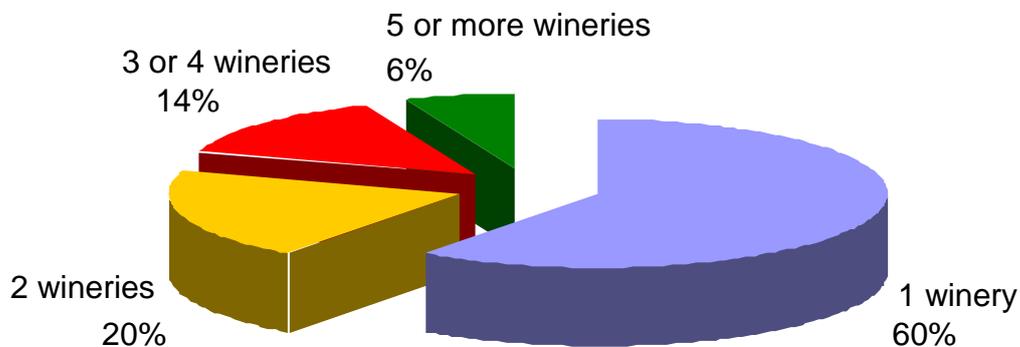
An important consumer behavior question relates to the data displayed in Figure 8 that shows the main motivation for visiting the specific winery. Respondents were given a choice

of 10 activities and encouraged to select as many as were applicable. The responses are listed below in order of descending priority.

- Taste wine (63%)
- Buy wine (57%)
- Have a relaxing day out (49%)
- Winery tour (31%)
- Socialize with friends/family (22%)
- Enjoy a rural setting (16%)
- Eat at winery restaurant (12%)
- To be entertained (10%)
- Meet the winemaker (7%)
- Other (4%)

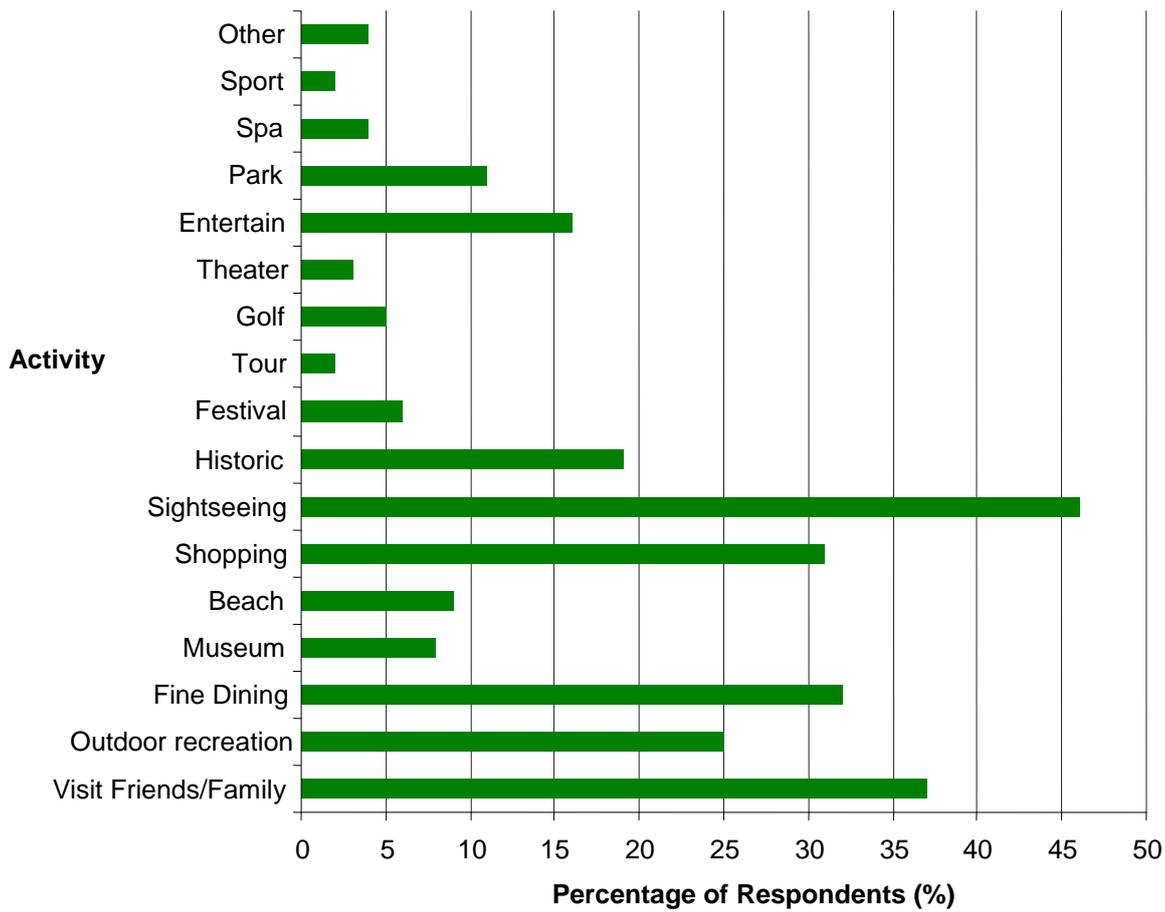
The breadth of the travel party's winery visit experience during the trip was also surveyed. It was determined that 60% of the respondents visited only one winery during their excursion. Two wineries were visited by 20% of respondents, 14% visited three or four wineries, while only 6% visited five or more wineries. This information is conveyed graphically in Figure 9.

**Figure 9 - Number of Wineries Visited (N=869)**



Across the respondents, other activities linked with the winery visits were reported. The most popular activity to link with visits to a winery was reported as “sightseeing” (46%), followed by “visiting friends/family” (38%), “shopping” (33%), a sporting event (9%), golf (5.6%), or a NASCAR™ event (0.3%). Lesser ties with winery visitation include group (bus) tours that are not necessarily winery-specific (2%), a spa or health club (4%), or the theatre or concert (4%). These responses are described graphically in Figure 10.

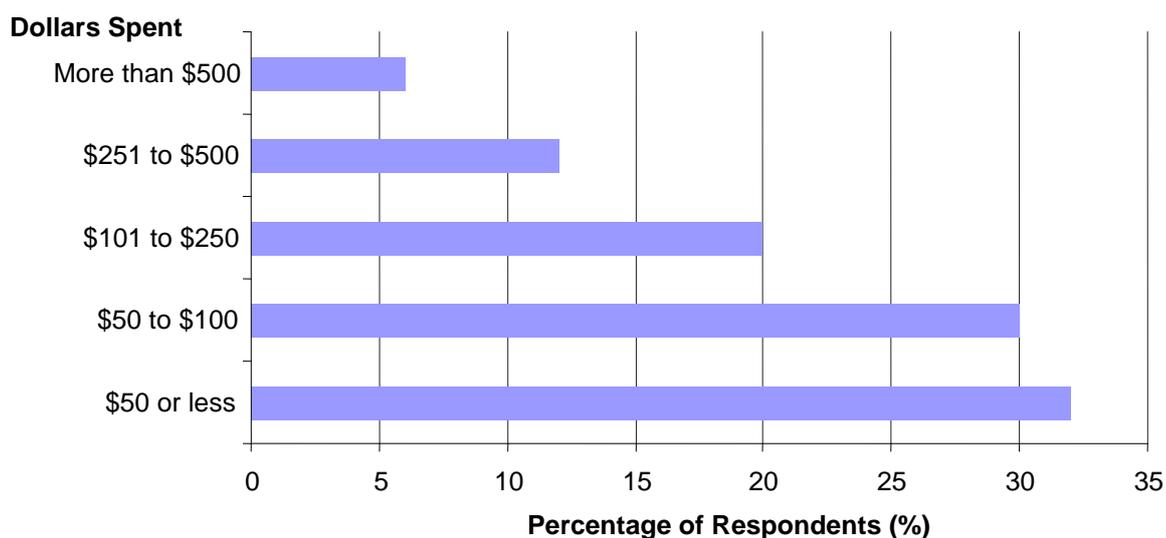
**Figure 10 - Other Activities (N=923)**



## Winery Spending

The average travel party spent \$176 at the winery during their trip. A range of responses from \$0 to \$10,000 was observed. Note that five respondents reported spending between \$5,000 and \$10,000...these were removed as outliers and are not included in the average amount reported above. This spread of values is shown in Figure 11.

**Figure 11 - Dollars Spent Per Travel Party per Trip (N= 772)**



It was beyond the scope of the study to determine where the dollars spent actually impacted tourism segments, e.g., accommodations, wine, food, shopping, etc. Further research will be needed to determine the exact economic impact by tourism sector. However, the economic impact of the typical winery visit looks fairly significant and encouraging from an economic development perspective.

## Information Sources

An important question for industry planning/oversight organizations revolves around the primary source of information used by winery visitors. Table 2 shows the most influential sources of information used by percentage of visitors to the wineries

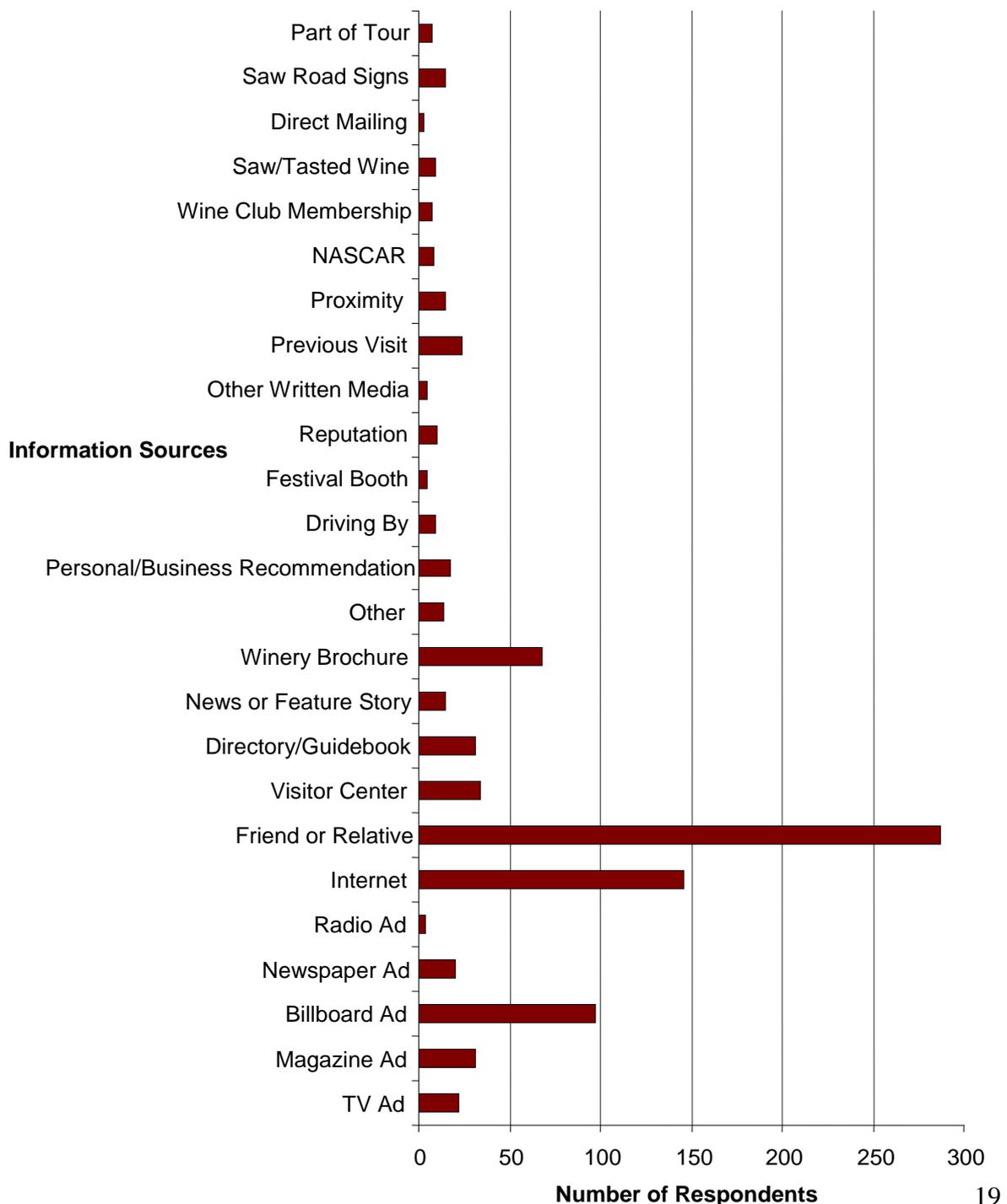
**Table 2 – Most Influential Information Source (N=903)**

<b>Information Source</b>	<b>Percent (%)</b>
Friend or Relative	31.8
Internet	16.2
Billboard Ad	10.7
Winery Brochure	7.5
Visitor Center	3.8
Magazine Ad	3.4
Directory/Guidebook	3.4
Previous Visit	2.7
TV Ad	2.4
Newspaper Ad	2.2
Personal/Business Recommendation	1.9
News or Feature Story	1.7
Proximity	1.7
Saw Road Signs	1.7
Other	1.6
Reputation	1.1
Driving By	1.0
Saw/Tasted Wine	1.0
NASCAR	0.9
Wine Club Membership	0.8
Part of Tour	0.8
Festival Booth	0.6
Other Written Media	0.5
Radio Ad	0.3
Direct Mailing	0.3
<b>TOTAL</b>	<b>100.0</b>

Of particular interest is the relatively high importance of “word-of-mouth” referral by friends and family. This appears to be a very effective method of marketing for the wine industry and also follows traditional methods used by tourism attractions and hospitality firms in general. However, it is very dependent on a very good experience by the visitor at

the attraction and/or destination. The internet and billboards also appear to be important sources of information for consumers. Note in particular the relatively low effectiveness of several forms of media ads, including radio, direct mail, etc. These findings are summarized below graphically in Figure 12 by number of respondents using a specific information source.

**Figure 12 - Influential Information Sources (n=903)**



### **Satisfaction with Winery Visit**

The overall satisfaction with the various aspects of the winery visit was high and the level of agreement (as reflected by the standard deviations) is relative high. Table 3 lists the most and least satisfactory aspects of the winery experience, in descending order, with the number of responses, on a scale of 1 to 5, where 1 = extremely dissatisfied and 5 = extremely satisfied. Overall, all aspects of the winery experience fell on the positive side of the mid-point (2.5) of the scale. It appears that visitors are having an enjoyable experience in North Carolina wineries.

**Table 3 – Satisfaction with Winery Visit**

<b>Aspect of Visit</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
Quality of Wine	893	4.29	1.26
Overall Experience	890	4.36	1.21
Access	872	4.06	1.39
Road Signs	888	4.04	1.38
Information	865	4.00	1.43
Winery Brochure	848	3.66	1.81
Attractions	862	3.57	1.65
NC Brochure	855	3.40	1.94

## Segmentation Analysis for Marketing Implications

To guide marketing and advertising strategies, a number of interesting questions can be answered by the data relating to the differences between instate and out of state visitors and daytrippers and overnight visitors.

### *Comparison of Instate vs. Out of State Visitors*

Comparing instate vs. out of state visitors it was clear there were significant differences between number of *new vs. returning visitors* ( $\chi^2 = 37.294$ ,  $df = 1$ ,  $p < .001$ ). The data show that 72% of the out of state visitors were new visitors to the NC winery they were visiting. In contrast, while a greater percentage of the instate visitors were new visitors (52.5%) to the winery, the percentages of new vs. returning instate visitors were not very different, as shown in Table 6.

**Table 6**  
**-Instate vs. Out of State by Type of Visitor (N = 925)**

<b>Type of Visitor</b>	<b>% Instate (N=509)</b>	<b>% Out of State (N=416)</b>
New	52.5	72.1
Returning	47.5	27.9
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>

Similarly, there were significant differences ( $\chi^2 = 197.439$ ,  $df = 13$ ,  $p < .001$ ) in the *main purpose of the trip* for instate vs. out of state visitors across all choices. Table 7 shows the main motivation in rank order for both instate and out of state visitors. Rank differences of 5 or more were considered significant.

Analyzing individual purposes in this way, *wine club membership* was rated significantly higher by instate visitors.

**Table 7**  
**Main Purpose of Trip by Instate vs. Out of State Visitors (N=913)**

Purpose of Trip	Instate (N=497)		Out of State (N=416)		Rank Difference
	Percent (%)	Rank	Percent (%)	Rank	
Visiting Wineries	57.5	1	18.8	3	-2
Holiday or Vacation	13.7	2	35.8	1	1
Just Passing Through	9.7	3	6	4	-1
Visit Friends or Family	8.5	4	27.9	2	2
Family Event	3.2	5	4.1	5	0
Business	2.6	6	3.4	6	0
Miscellaneous purposes	2.2	7	1.9	7	0
<b>Wine Club Member</b>	<b>1</b>	<b>8</b>	<b>0</b>	<b>13</b>	<b>-5</b>
Season Pass	0.4	9	0	12	-3
Nearby Attraction	0.4	9	0.8	8	1
Festival	0.4	9	0	11	-2
Sport	0.2	12	0.5	10	2
Racing	0.2	12	0.8	8	4
<b>TOTAL</b>	<b>100.0</b>		<b>100.0</b>		

Another question of interest is what motivates people to visit a specific winery. Respondents were able to check more than one motivator, hence the columns of percentages in Table 8 sum to greater than 100%. Instate vs. out of state visitors differed significantly on three different types of motivation to visit. They differed widely on *winery tour* ( $\chi^2 = 4.087$ ,  $df = 1$ ,  $p < .05$ ), *having a relaxing day* ( $\chi^2 = 5.215$ ,  $df = 1$ ,  $p < .05$ ) and *to be entertained* ( $\chi^2 = 4.180$ ,  $df = 1$ ,  $p < .05$ ). While the overwhelming principal motivating factors for both groups were to *taste wine* and *buy wine*, out of state visitors were more likely to visit a winery as part of a *winery tour* or to *have a relaxing day*, whereas instate visitors were more likely to be motivated by *entertainment* offered. Table 8 shows the detailed differences between the motivations to visit of instate vs. out of state visitors across all factors.

**Table 8**  
**Motivation to Visit a Specific Winery by Instate vs. Out of State Visitors (N = 925)**

Motivating Factor	% Instate (N=509)	% Out of State (N=416)	Pearson Chi-Square ( $\chi^2$ )	Df	Sig.
Taste Wine	64.6	68.8	1.738	1	.187
Buy Wine	57.4	58.9	.219	1	.640
Eat at Winery	14.1	12.0	.904	1	.342
<b>Winery Tour</b>	<b>28.9</b>	<b>35.1</b>	<b>4.087</b>	<b>1</b>	<b>.043*</b>
Enjoy Rural Setting	16.7	18.0	.283	1	.595
<b>Having a Relaxing Day</b>	<b>54.4</b>	<b>46.9</b>	<b>5.215</b>	<b>1</b>	<b>.022*</b>
Socialize with Friends and Family	23.4	23.8	.022	1	.881
Meet the Winemaker	9.6	6.3	3.503	1	.061
<b>To be Entertained</b>	<b>13.2</b>	<b>8.9</b>	<b>4.180</b>	<b>1</b>	<b>.041*</b>

\*  $p < .05$

To better reach prospective winery visitors, it is important to understand the information sources used. A comparison of the most *influential information source* used by the respondents revealed some interesting differences between instate and out of state visitors. An overall assessment of influential information source showed significant differences between the two groups ( $\chi^2= 59.119$ ,  $df=24$ ,  $p = 000$ ).

To identify the individual information sources that were significantly difference, the sources were ranked according to percentage of respondents who chose a particular source and rank differences between instate and out of state visitors were assessed. Significant differences were found between eight information sources: *TV Ads, news or feature story, road signs, NASCAR, part of a tour, festival booth, reputation, and saw/tasted wine*.

Instate visitors were influenced to a greater extent by the media - TV Ads, news or feature stories, road signs, information found at a festival booth and seeing/tasting the wine, whereas out of state visitors were influenced to a greater extent by reputation, NASCAR and part of a tour.

Table 9 shows the detailed differences between the most influential information sources used by instate vs. out of state visitors across all factors.

**Table 9**  
**Most Influential Information Source by Instate vs. Out of State Visitors (N=905)**

Information Source	Instate (N=497)		Out of State (N= 408)		Rank Difference
	Percent (%)	Rank	Percent (%)	Rank	
Friend or Relative	27.0	1	37.5	1	0
Internet	19.7	2	11.8	3	-1
Billboard Ad	9.5	3	12.3	2	1
Winery Brochure	9.1	4	5.6	4	0
Magazine Ad	4.0	5	3.4	7	-2
<b>TV Ad</b>	<b>3.2</b>	<b>6</b>	<b>1.5</b>	<b>12</b>	<b>-6</b>
Visitor Center	2.6	7	5.1	5	2
Directory or Guidebook	2.4	8	4.4	6	2
Previous Visit	2.4	8	2.9	8	0
Newspaper Ad	2.4	8	2.0	10	-2
<b>News or Feature Story</b>	<b>2.2</b>	<b>11</b>	<b>1.0</b>	<b>16</b>	<b>-5</b>
<b>Road Signs</b>	<b>2.2</b>	<b>11</b>	<b>1.0</b>	<b>16</b>	<b>-5</b>
Personal/Business	1.4	13	2.5	9	4
Proximity	1.4	13	2.0	10	3
<b>Saw/Tasted Wine</b>	<b>1.4</b>	<b>13</b>	<b>0.5</b>	<b>19</b>	<b>-6</b>
Driving By	1.2	16	0.7	18	-2
Wine Club Member	1.0	17	0.5	20	-3
<b>Festival Booth</b>	<b>1.0</b>	<b>17</b>	<b>0.0</b>	<b>23</b>	<b>-6</b>
<b>Reputation</b>	<b>0.8</b>	<b>19</b>	<b>1.5</b>	<b>12</b>	<b>7</b>
Other Written Media	0.6	20	0.5	20	0
Radio Ad	0.6	20	0.2	22	-2
Direct Mailing	0.6	20	0.0	24	-4
<b>NASCAR</b>	<b>0.4</b>	<b>21</b>	<b>1.5</b>	<b>12</b>	<b>9</b>
<b>Part of Tour</b>	<b>0.4</b>	<b>21</b>	<b>1.2</b>	<b>15</b>	<b>6</b>
Other Miscellaneous Information Sources*	2.4		.5		
<b>TOTAL</b>	<b>100.00</b>		<b>100.0</b>		

\*not ranked

In moving towards packaging the winery experience with complementary activities, it is useful to know what other activities visitors engaged in during their winery trip. Table 10 demonstrates a clear preference for a number of activities by instate vs. out of state visitors. For example, out of state visitors were much more likely to include a visit to friends or family, shopping, sightseeing (including a visit to a national or state park) or a historic tour in their trip. They were also more likely to engage in fine dining experiences, take in a concert, visits to museums and galleries and/or outdoor recreation, including a trip to the beach or water.

**Table 10**  
**Activities Engaged in During Trip by Instate vs. Out of State Visitors (N=921)**

Activities	% Instate (N= 506)	% Out of State (N=415)	Pearson Chi-Square ( $\chi^2$ )	Df	Sig.
<b>Visit Friends/Family</b>	<b>31.4</b>	<b>44.8</b>	<b>17.466</b>	<b>1</b>	<b>.000***</b>
<b>Outdoor Recreation</b>	<b>20.2</b>	<b>28.0</b>	<b>7.665</b>	<b>1</b>	<b>.006**</b>
<b>Fine Dining</b>	<b>29.7</b>	<b>39.3</b>	<b>9.286</b>	<b>1</b>	<b>.002**</b>
<b>Museums/Gallery</b>	<b>6.1</b>	<b>11.6</b>	<b>8.713</b>	<b>1</b>	<b>.003**</b>
<b>Beach/Water</b>	<b>8.1</b>	<b>13.7</b>	<b>7.72</b>	<b>1</b>	<b>.005**</b>
<b>Shopping</b>	<b>24.8</b>	<b>41.4</b>	<b>28.938</b>	<b>1</b>	<b>.000***</b>
<b>Sightseeing</b>	<b>37.0</b>	<b>54.7</b>	<b>28.887</b>	<b>1</b>	<b>.000***</b>
<b>Historic Tour</b>	<b>11.4</b>	<b>26.7</b>	<b>35.719</b>	<b>1</b>	<b>.000***</b>
Festival/Fair	5.1	8.2	3.553	1	.059
Group Tour	2.2	2.7	.23	1	.631
Golf	4.5	7.2	3.080	1	.079
<b>Theater/Concert</b>	<b>2.6</b>	<b>5.3</b>	<b>4.708</b>	<b>1</b>	<b>.030*</b>
Entertainment	14.6	1.3	1.328	1	.249
<b>National/State Park</b>	<b>7.3</b>	<b>18.1</b>	<b>24.936</b>	<b>1</b>	<b>.000***</b>
Spa/Health Club	3.0	5.1	2.707	1	.100
Sporting Event	2.0	3.6	2.348	1	.125

*\*p < .05, \*\*p < .01, \*\*\*p < .001*

Finally, the data were analyzed to assess the patterns of spending of instate vs. out of state visitors. A t-test revealed a significant difference ( $t = -3.229$ ,  $p < .001$ ) between the average number of dollars spent per travel party of instate visitors (\$144.20) and that of outstate visitors (\$214.74). Out of state visitors, on average are spending 50% more than

travel parties of instate visitors. This finding would appear to indicate that the out of state market should be an important component of any strategic planning exercise.

***Comparison of Daytrippers vs. Overnight Visitors***

Another segmentation of the data that would appear to be useful in focusing marketing and advertising programs is the difference between daytrippers and overnight visitors.

The data validated the assumption that the greater majority of out of state visitors stay overnight. Comparing the groups it was clear that there were significant differences in the numbers of instate vs. out of state visitors who were daytrippers or overnight visitors, as shown in Table 11. However, the data also show that not all out of state visitors stay overnight and that one in four visitors coming from out of state are daytrippers. This reveals an opportunity to expand the winery experience to entice out of state visitors to spend more time in North Carolina to increase the tourism dollars generated by the wine industry.

**Table 11  
Instate/Out of State by Daytripper/Overnight Visitors (N=925)**

<b>Type of Visitor</b>	<b>% Instate</b>	<b>% Out of State</b>
Daytripper	75.2	24.8
Overnight	32.2	67.8

The data also revealed some interesting differences between daytrippers and overnight visitors when the data were analyzed across the same dimensions described above for the instate vs. out of state visitors.

Overall, there were significant differences in the main purpose of their trip between daytrippers and overnight visitors ( $\chi^2=246.001$ ,  $df=13$ ,  $p = .000$ ). In analyzing the data on individual factors, Table 12 shows that daytrippers ranked *a sport event* significantly higher than the overnight visitors. And, while the rank of *visiting wineries*, *holiday/vacation* and *visiting family and friends* is quite similar between the two groups, it should be noted that the percentages choosing these categories were very different. Daytrippers were more likely to have a main purpose of *visiting a winery*, while a larger percentage of overnighters were *visiting friends or family* and/or enjoying a *holiday or vacation*.

**Table 12**  
**Main Purpose of Trip by Daytrippers vs. Overnight (N=895)**

Purpose of Trip	Daytripper (N=465)		Overnight (N=430)		Rank Difference
	Percent (%)	Rank	Percent (%)	Rank	
Visiting Wineries	59.1	1	19.3	3	-2
Just Passing Through	12.5	2	3.0	6	-4
Visit Friends or family	10.1	3	24.9	2	1
Holiday or Vacation	9.5	4	39.8	1	3
Family Event	2.6	5	4.7	4	1
Business	1.7	6	4.2	5	1
Wine Club Member	1.2	7	0.0	11	-4
Nearby Attraction	0.4	8	0.7	7	1
Racing	0.4	8	0.5	9	-1
Season Pass	0.4	8	0.0	11	-3
Festival	0.3	11	0.2	10	1
<b>Sport</b>	<b>0.0</b>	<b>12</b>	<b>0.7</b>	<b>7</b>	<b>5</b>
Other Miscellaneous Purposes*	1.8		2.0		
<b>TOTAL</b>	<b>100.0</b>		<b>100.0</b>		

\*not ranked

When comparing motivating factors for daytrippers to those of overnight visitors, no significant differences were noted (See Table 13).

**Table 13**  
**Motivation to Visit by Daytrippers vs. Overnight (N=903)**

<b>Motivating Factor</b>	<b>% Daytripper (N=471)</b>	<b>% Overnight (N=432)</b>	<b>Pearson Chi-Square (<math>x^2</math>)</b>	<b>Df</b>	<b>Sig.</b>
Taste Wine	64.8	69.2	2.02	1	.155
Buy Wine	56.7	59.7	.852	1	.356
Eat at Winery	13.6	12.7	.145	1	.704
Winery Tour	29.9	33.3	1.204	1	.273
Enjoy Rural Setting	17.6	16.9	.083	1	.774
Having a Relaxing Day	52.7	49.1	1.155	1	.282
Socialize with Friends/Family	21.0	25.9	3.030	1	.082
Meet the Winemaker	7.0	9.5	1.849	1	.174
To be Entertained	11.3	11.3	.002	1	.966

When the most influential information source used by daytrippers on an individual basis was compared to those used by overnight visitors, a number of similarities and differences were noted.

It is interesting to note that the top four information sources used by approximately 60% of both groups are the same. Information sources that were used to a much lesser extent, as reflected in Table 14, showed differences between the groups. More daytrippers were influenced by *news or feature stories, reputation and driving by*, whereas more overnight visitors were influenced by information sources such as a *newspaper ad, personal or business recommendation and NASCAR*.

**Table 14**  
**Most Influential Information Source by Daytripper vs. Overnight (N=883)**

Information Source	Daytripper (N= 460)		Overnight (N=423)		Rank Difference
	Percent (%)	Rank	Percent (%)	Rank	
Friend or Relative	30.2	1	32.9	1	0
Internet	17.8	2	14.4	2	0
Billboard Ad	10.7	3	11.3	3	0
Winery Brochure	8.5	4	6.4	4	0
Magazine Ad	3.7	5	4.0	6	-1
Visitor Center	3.7	5	3.8	7	-2
Directory or Guidebook	2.4	7	4.5	5	2
Previous Visit	2.4	7	2.8	10	-3
TV Ad	2.4	7	2.6	11	-4
<b>News or Feature Story</b>	<b>2.2</b>	<b>10</b>	<b>1.2</b>	<b>15</b>	<b>-5</b>
<b>Reputation</b>	<b>2.0</b>	<b>11</b>	<b>0.2</b>	<b>22</b>	<b>-11</b>
Road Signs	1.7	12	1.4	13	-1
<b>Newspaper Ad</b>	<b>1.4</b>	<b>13</b>	<b>3.1</b>	<b>8</b>	<b>6</b>
<b>Driving By</b>	<b>1.4</b>	<b>13</b>	<b>0.2</b>	<b>22</b>	<b>-9</b>
Saw/Tasted Wine	1.3	15	0.7	16	-1
<b>Personal/Business Recommendation</b>	<b>0.9</b>	<b>16</b>	<b>3.1</b>	<b>8</b>	<b>8</b>
Proximity	0.9	16	2.1	12	4
Part of Tour	0.9	16	0.7	16	0
Wine Club Member	0.9	16	0.7	16	0
Festival Booth	0.7	20	0.5	19	1
Other Written Media	0.7	20	0.5	19	1
Radio Ad	0.7	20	0.2	21	-2
<b>NASCAR</b>	<b>0.4</b>	<b>23</b>	<b>1.5</b>	<b>13</b>	<b>10</b>
Direct Mailing	0.4	23	0.0	25	-2
Other Miscellaneous Information Sources*	1.7		1.2		
<b>TOTAL</b>	<b>100.0</b>		<b>100.0</b>		

\*not ranked

Comparing daytrippers with overnights visitors relative to other activities they engaged in during their winery trip, revealed a number of significant differences (See Table 15). For example, overnight visitors were much more likely to engage in *outdoor recreational activities* (including visits to a *national or state park* and/or the *beach or water*), *historic tours, shopping, sightseeing and general entertainment*. They were also more likely to *visit friends and family, stop by a museum or gallery or a festival/fair* and perhaps indulge in a relaxing visit to a *spa or health club*.

**Table 15**  
**Other Activities Engaged in during Trip by Daytrippers vs. Overnight Visitors (N=901)**

Activities	% Daytripper (N=469)	% Overnight (N=432)	Pearson Chi-Square	Df	Sig.
<b>Visit Friends/Family</b>	<b>33.8</b>	<b>41.7</b>	<b>5.870</b>	<b>1</b>	<b>.015*</b>
<b>Outdoor Recreation</b>	<b>14.9</b>	<b>33.3</b>	<b>41.69</b>	<b>1</b>	<b>.000***</b>
<b>Fine Dining</b>	<b>25.6</b>	<b>43.8</b>	<b>32.924</b>	<b>1</b>	<b>.000***</b>
<b>Museums/Gallery</b>	<b>6.6</b>	<b>10.6</b>	<b>4.692</b>	<b>1</b>	<b>.030*</b>
<b>Beach/Water</b>	<b>6.0</b>	<b>15.3</b>	<b>20.848</b>	<b>1</b>	<b>.000***</b>
<b>Shopping</b>	<b>24.9</b>	<b>40.3</b>	<b>24.172</b>	<b>1</b>	<b>.000***</b>
<b>Sightseeing</b>	<b>35.6</b>	<b>56.3</b>	<b>38.640</b>	<b>1</b>	<b>.000***</b>
<b>Historic Tour</b>	<b>13.4</b>	<b>24.1</b>	<b>16.864</b>	<b>1</b>	<b>.000***</b>
<b>Festival/Fair</b>	<b>4.1</b>	<b>8.6</b>	<b>7.859</b>	<b>1</b>	<b>.005**</b>
Group Tour	2.6	2.1	.223	1	.637
Golf	4.5	7.2	3.011	1	.083
Theater/Concert	3.2	4.4	.892	1	.345
<b>Entertainment</b>	<b>12.6</b>	<b>19.2</b>	<b>7.452</b>	<b>1</b>	<b>.006**</b>
<b>National/State Park</b>	<b>7.9</b>	<b>16.7</b>	<b>16.292</b>	<b>1</b>	<b>.000***</b>
<b>Spa/Health Club</b>	<b>1.9</b>	<b>6.0</b>	<b>10.122</b>	<b>1</b>	<b>.001**</b>
Sporting Event	2.1	3.2	1.066	1	.302

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

## Conclusions

North Carolina wineries currently have 53% of the wine visitors coming from the state of North Carolina. Other visits (approximately 47%) are coming from border states or states on the east coast of the US. A minimal number of visitors are international. The average party size is 2.85 persons. Most travel parties consist of older adults and not young families. The visitors have high household incomes and are highly educated. Approximately 52% are day-trippers, with the rest of the sample spending one or more nights (considered overnight visitors). The most popular accommodations used by overnight visitors were hotels or B&B inns. Staying with family or friends was also a quite popular form of accommodation.

Approximately 61% were new or first-time visitors and 39% indicated they were returning visitors. These statistics may be viewed as positive behaviors for a young and growing industry. A majority of the visitors only visited one winery. Some parties visited more than one winery on their trip. We assume that this statistic will increase as the NC wine industry expands and grows in popularity and reputation.

In general, the results of this preliminary study support the conclusion that the wineries in North Carolina are doing an excellent job of providing satisfaction to the visitor, both from the point of view of wine quality and quality of the overall experience. Current *visitation appears to be mainly a curiosity and desire to taste the wine produced at the winery*. The data suggest that at this point in time the majority of visitors are not going to the wineries to dine or shop for items other than wine. It appears that many of the respondents are travelling for the sole purpose of *visiting the winery*. And furthermore, 41% are using a winery visit as an opportunity to have relaxing social experiences with friends or family.

There may be opportunities for future packaging of sightseeing drives (scenic by-ways) with *some limited shopping, and light outdoor recreation such as visiting parks or using a walking or hiking trail*. Further research or a review of other wine industry studies is suggested for creative ideas and effective packaging opportunities.

Segmenting the findings based on instate vs. out of state visitors and daytrippers vs. overnight visitors revealed some interesting similarities and differences that can be used to help focus future marketing efforts of the NC wine industry. For example, while a great percentage of instate visitors were new visitors to the winery, the percentages of new vs. returning instate visitors were not very different. Similarly, the purpose and motivation for visitors was significantly different. Instate visitors reported that *wine club membership* was a more significant factor than for out of state visitors.

While the overwhelming principal motivating factors for both groups were to *taste wine* and *buy wine*, out of state visitors were more likely to visit a winery as part of a winery tour or to have a relaxing day, whereas instate visitors were more likely to be motivated by *entertainment* offered at the winery. Significant differences were also found between information sources used. Instate visitors were influenced to a greater extent by the media – *TV ads, news or feature stories, road signs, information found at a festival booth* and *seeing/tasting wine*, whereas out of state visitors were influenced to a greater extent by *reputation, NACAR and part of a tour*.

Instate vs. out of state visitors also varied on the types of activities they combined with their winery trip. Out of states visitors were much more likely to include a *visit to friends or family, shopping, sightseeing (including a visit to a national or state park)* or a

*historic tour* in their trip. They were also more likely than instate visitors to engage in *fine dining experiences, take in a concert, visits to museums and galleries* and/or *outdoor recreation, including a trip to beach or water*. Finally, a comparison of instate vs. out of state visitors revealed that out of state visitors on average spent 50% more than instate visitors.

Comparing daytrippers with overnight visitors, it appears that daytrippers were more likely to report a main purpose of *visiting a winery*, while a larger percentage of overnights said their main purpose was *visiting friend or family* and/or enjoying a *holiday or vacation*. Motivating factors daytrippers and overnight visitors did not vary significantly. The greater majority of both groups were influenced by *friends or relatives, internet, billboard ads* and a *winery brochure*. However, more daytrippers were influenced by *news or feature stories, reputation* and *driving by*, whereas more overnight visitors were influenced by information sources such as a *newspaper ad, personal or business recommendation* and *NASCAR*.

Comparing activities engaged in during the winery trip, overnight visitors were much more likely to engage in *outdoor recreational activities* (including *visits to a national or state park* and/or *beach or water*), *historic tours, shopping, sightseeing* and *general entertainment*. They were also more likely to *visit friends and family, stop by a museum or gallery* or a *festival/fair* and perhaps *visit a spa or health club*.

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**APPENDIX A**

**SURVEY**

**\*\*\*\* Win a chance to receive a free case of North Carolina wine \*\*\*\***  
**by completing this survey.**  
**ONLY ONE SURVEY PER TRAVEL PARTY PLEASE.**

*This short survey is being conducted to learn more about the visitors to the North Carolina wine regions and is being conducted by the North Carolina Wine and Grape Council and the North Carolina Division of Tourism. Your opinions are very important to us as we continually strive to make your visitor experience more enjoyable. Please be assured that your responses are strictly confidential. If you have completed this survey at another winery please do not continue.*

1. Are you a new or returning visitor to a North Carolina winery?  
 New       Returning
  
2. Please tell us the total number of people in your travel party, including yourself.  
 1 person       2 people       3 people       4 people       5 people       6 or more people
  
3. Please tell us the number of people in your travel party who are under 18 years of age.  
 0 person       1 person       2 people       3 people       4 people       5 or more people
  
4. Are you here on a day trip or staying overnight in the area?  
 Day trip       1 night       2 nights       3 nights       4 nights       5 or more nights
  
5. If you are staying overnight, please tell us what type of accommodation you are using.  
 Hotel/motel       bed and breakfast       friends and family       camping       other, please describe
  
6. What is the main purpose of your trip? Check one.  
 Visiting wineries       Visit friends or family       Holiday/Vacation       Business  
 Just passing through       Other, please describe
  
7. What is your motivation for visiting THIS specific winery? Please check ALL that apply.  
 Taste wine       Buy wine       Eat at winery restaurant       Winery tour       Enjoy a rural setting       Have a relaxing day out  
 Socialize with friends/family       Meet the winemaker       To be entertained       Other, please describe
  
8. Which information source most influenced your decision to visit THIS winery or wine region? Check one.  
 TV Ad       Billboard Ad       Newspaper Ad       Magazine Ad       Radio Ad       Internet  
 Friend and/or Relative       Visitor Center       Directory or Guidebook       News or Feature Story       Winery Brochure       Other, please describe
  
9. Please indicate how satisfied you were with EACH of these aspects of your visit to THIS winery.  

Aspect of Trip	Extremely Dissatisfied	Reasonably Dissatisfied	Satisfied	Reasonably Satisfied	Extremely Satisfied	No Experience
Quality of wine	①	②	③	④	⑤	
Overall wine experience	①	②	③	④	⑤	
Attractions on wine route	①	②	③	④	⑤	
Access to wineries	①	②	③	④	⑤	
Information about wineries	①	②	③	④	⑤	
NC Winery brochure	①	②	③	④	⑤	
Individual Winery Brochure	①	②	③	④	⑤	
Road signs to wineries	①	②	③	④	⑤	
  
10. How many wineries will you visit on this trip?  
 1 winery       2 wineries       3 wineries       4 wineries       5+ wineries

11. Please indicate the TOTAL ESTIMATED DOLLAR AMOUNT that you and your travel party have spent or will spend at ALL North Carolina wineries visited on THIS trip. \$ \_\_\_\_\_.

12. What other activities did you participate in during this trip to or within NC? Check all that apply.

- |   |  |  |   |   |  |
|---|--|--|---|---|--|
| <input type="checkbox"/> Visit Friends/Family | <input type="checkbox"/> Outdoor Recreation  | <input type="checkbox"/> Fine Dining     | <input type="checkbox"/> Museum/Gallery | <input type="checkbox"/> Beach/Water            | <input type="checkbox"/> Shopping        |
| <input type="checkbox"/> Sightseeing          | <input type="checkbox"/> Historic Site       | <input type="checkbox"/> Festival/Fair   | <input type="checkbox"/> Group Tour     | <input type="checkbox"/> Golf                   | <input type="checkbox"/> Theatre/Concert |
| <input type="checkbox"/> Entertainment        | <input type="checkbox"/> National/State Park | <input type="checkbox"/> Spa/Health Club | <input type="checkbox"/> Sport Event    | <input type="checkbox"/> Other, please describe |  |

13. Please tell us a little about yourself:

Your Gender:  Female  Male Year of Birth: 19 \_\_\_\_ (Not Age)

Your Home Zip Code: \_\_\_\_\_ OR Country if not USA \_\_\_\_\_

Your Education:  High School  Some College  Bachelor's Degree  Graduate Degree

Your Household Income  Less than \$24,999  \$25,000-49,999  \$50,000-74,999  \$75,000-99,999  \$100,000-124,999  \$125,000-149,999  \$150,000-174,999  \$175,000+

**THANK YOU FOR YOUR HELP.**

## APPENDIX B

### Visitors by State (N=893)

State In Alphabetical Order	Number of Responses		State In Alphabetical Order	Number of Responses
AK	2		MI	12
AL	4		MO	5
AZ	3		NC	470
AR	1		NE	1
CA	9		NJ	21
CO	3		NM	1
CT	3		NW	1
DC	1		NV	1
FL	68		NY	11
GA	14		OH	20
IA	5		OR	1
IL	11		PA	25
IN	5		RI	2
KS	1		SC	72
KY	10		TN	20
IA	5		TX	9
MA	5		VA	37
MC	1		WA	12
MD	10		WI	5
ME	1		WV	5